

AMENDMENTS TO THE SPECIFICATION

Please replace the paragraph beginning at page 4, line 11, with the following rewritten paragraph:

One or more frame members are provided, such as central frame member 50, right frame 52 and left frame 54. Preferably, each of these frame members partially or completely encloses a central viewable region, such as viewable region 56 through which printed media may be seen. Such printable media is illustrated in FIG. 1 as “MAP” “AD” for printable media 60, 62 and 64. In the preferred version, each of the printed media has a top side 66 and an opposite side opposite thereto facing downwardly towards body member 22. Preferably, such printed media is protected by a clear plastic film, at least several ~~mils~~ mils in thickness. Moreover, preferably the imagery is reverse printed in the bottom side of such film. For example, the map lines, trees, and so forth would be reverse printed on the bottom side, and often times printed with the backing color (e.g. white ink). In this way, when the film is mounted between frame 50 and body member 22, the top surface 66 which typically is exposed through viewable region 56 protects the printed ink from scuffing, wear and the like. As illustrated, one approach is to have the three frames, left frame, right frame and central frame. It may be preferable to have a map in the central region showing steep paths and terrain, with advertisements in the other frames. Such advertisements may be sold or leased as a revenue source. Naturally, other combinations may be used, including advertisements in the middle and maps on either side, all advertisements, all maps, or other printed media. It is possible, although not preferred, to have permanently installed printed media. However, it is preferred to have the interchangeable media, sheet 60, 62, and 64,

held between the frames and the body member. In this way, the printed media may be changed from time to time by the operator.

Please replace the paragraph beginning at page 5, line 20, with the following rewritten paragraph:

Optionally, body member 22 may include one or more recesses, such as recess 34, molded therein. Such recesses provide ~~dimensionally~~dimensional stiffness in body member 22 as well as providing a bottom surface on which to mount loop member ~~34~~36, loop member ~~36~~37 and loop member 38 (see FIG. 5) as well as other loop members, as shown. Such loop members preferably are formed from metal strips wrapped in a loop which goes around the lateral cross restraint bar of the ski-lift chair. Loops preferably have a top flange and bottom flange projecting tangentially from the circle formed by the loop with the tangent tabs having aligned holes drilled therein. The aligned holes received a screw through both of the holes. The screw holds the loop, such as loop ~~34~~36, in place and the screw secures into the molded plastic forming body member 22. For example, one of the screws holding a loop member in place shown in FIG. 5 is screwed into molded recess 34 of the body member. Preferably, the body member is molded with twin holes on forward side and rearward side of the alignment of the loops. In this way, as illustrated by the staggering position of loop members 36, 37 and 38, the loop members may be oriented with three or more of them such that the flanges and screws holding the loop member in place are offset with each other, forward and reverse or other opposite directions. In this way, the screw holes are in a non-linear arrangement, providing a more stable and secure base to mount the system to the lateral ~~crossbar~~-restraint crossbar 35 of the chair lift. As the screws are tightened down, the flanges are urged together, cinching the loop members tightly around

the crossbar 35, gripping it tightly and preventing it from rotating with respect to the crossbar 35.

Please replace the paragraph beginning at page 6, line 16, with the following rewritten paragraph:

Preferably, system 20 has an ornamental appearance which is also aerodynamic. In this regard, one aspect of this is that the length “L” (see FIG. 4) is greater than the thickness “T” of system 20, and preferably is at least two times, and preferably three times greater than thickness “T”. Moreover, top surface 32 is preferably convex along the direction of the length from front 28 to rear 30. As illustrated in FIG. 4, semi-cylindrical recess 40 runs along the entire width of system 20 so as to receive the lateral restraint crossbar 35 therein. Note that as shown in FIG. 4, the metal holding clamps looped around the crossbar are removed. As illustrated in FIGS. 2 and 5, the front or leading edge 28 faces forwardly with respect to the ski-lift chair and is swept rearwardly along the width of the leading edge from a central region thereof (i.e. the central 1/3 thereof) to the left and the right sides of body member 22. The extreme right and left tips are rounded when viewed from a plan view.